Location: Zoom
Date: 9-22-2026
Time: 2:30-3:17 PM ET

MI LHD AOS Group Monthly Meeting Minutes

I. Welcome

- Jenna Salhab opened the meeting at 2:35 PM and asked attendees to share their name, health department, and responses to two icebreaker questions in the chat. Members most often cited improving survey response rates and engagement as a topic they want to learn more about, and nearly all indicated that agendas and minutes distributed via email work well for them.

II. Updates

a) National

- The LHD AoS Virtual National Conference will be held February 3, 2027. Registration is not yet open; the call for abstracts closes September 23, 2026, at 11:59 PM ET.

b) State

- MALPH will host the Michigan Premier Public Health Conference October 7 to 9, 2026, in Port Huron.

c) Librarian

- Jenna introduced herself as Michigan's AoS State Librarian, supporting local health departments with data, survey, and information needs. She shared that Survey School will be supported by monthly office hours and invited members to contact her anytime at jsalhab@malph.org. Her librarian role description is attached to these minutes.

d) Other

- Jenna shared upcoming events, including the Great Lakes Microplastics Summit (October 7 to 8, virtual), the AI and Public Health Conference (October 14 to 16, Baltimore), the National Beach Summit (October 29 to 30, Traverse City), the APHA Annual Meeting (November 1 to 4), and the European Public Health Conference (November 10 to 13, Bilbao).

III. Survey School

- Dr. Kevin Brooks (Michigan State University) led Session 1, "Why Sampling Matters: From Population to Sample," the first of a six-session series with a seventh wrap-up lecture. The

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recording is available at https://youtu.be/MIxt8WK4M3k and on the MALPH AoS webpage. The next session will take place at the October meeting.

- Dr. Brooks explained that sampling offers a practical, timely alternative to surveying an entire population, but findings can only be generalized when the sample is representative. He reviewed non-sampling error, sampling error, and sampling bias (coverage, selection, and non-response), cautioning that randomization alone does not guarantee a representative sample. He used the 1936 Literary Digest and Gallup polls to illustrate that a larger sample is not necessarily a better one.

IV. Old Business

- None.

V. New Business

- Based on member feedback, agendas and minutes will be distributed via email. Jenna is looking for a way to house past agendas and minutes in one central location that members can access anytime, and session recordings will be posted to the MALPH AoS webpage.

VI. Emerging Issues

- Members reported declining participation in random-digit-dial telephone surveys and growing problems with bots and incentive seekers in online surveys, particularly those shared on social media.

VII. Q & A

- Derel Glashower (Ottawa County) and Cristin Larder (Ingham County) shared that their random-digit-dial behavioral risk factor surveys have become more expensive and harder to complete. Dr. Brooks described his tiered approach of web first, then mail, then phone as a last resort, which has improved response rates without incentives. His paper and methods on this approach are attached to these minutes.
- Kay Balcer (Michigan Thumb Public Health Alliance) and Amy Horstman (Health Department of Northwest Michigan) described bot and incentive-driven responses on online surveys, noting that verification questions and data cleaning help, and that avoiding social media distribution produced cleaner data at the cost of a lower response rate. Dr. Brooks did not have an immediate solution, and Jenna will explore the issue further for a future meeting or office hours.
- Jenna adjourned the meeting at 3:17 PM.

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Action Items	Owner(s)	Deadline	Status
Explore strategies to prevent bot and fraudulent responses in online surveys and report back	Jenna Salhab, Dr. Kevin Brooks	October chapter meeting	Not Started

Attendance

MALPH: Gwen Tithof, Jenna Salhab

LHD Academy of Science (National): Jacob Holdaway, Jollie

Michigan State University: Dr. Kevin Brooks

Barry-Eaton District Health Department: Chris Chesla-Hughes, Aurelia Pena

Bay County Health Department: Lewis Wasek

BCHD: Magali Carrillo

Benzie-Leelanau District Health Department: Dan Thorell

Berrien County Health Department: Sara Palmer

Chippewa County Health Department: Karen Senkus

Delta and Menominee Counties Public Health: Quory Watford

Dickinson-Iron District Health Department: Angela Applekamp

District Health Department No. 2: Devin Askwig

Genesee County Health Department: Mikayla Benbow, Jennifer Crooker, Matthew Peters

Health Department of Northwest Michigan: Amy Horstman

Ingham County Health Department: Cristin Larder, Wai Yi Leung, Danielle Siwula

Jackson County Health Department: Allison Kroeger

Livingston County Health Department: Lynn Hermann

Michigan Thumb Public Health Alliance: Kay Balcer

Mid-Michigan District Health Department: Nicholas Burlingame

Monroe County Health Department: Dawn Coleman, David Wesoloski

Oakland County Health Division: Brionna Powell, Melissa Williams-Bowman

Ottawa County Department of Public Health: Jessica Behringer, Derel Glashower, Tiffany Simecki

Saginaw County Health Department: Blake Launius, Tracy Metcalfe

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Van Buren/Cass District Health Department: Jennifer Zordan

Wayne County (Health Department and HHVS): Lukas Ayers, Kathryn Bigelow, Brennan Burk, David Evans, Jamie Fry, Jamil Gharib, Abe Salih, Katerina Stylianou

Organization not listed: Todd Ashworth, Lauren Jaramillo, Naba Petras, Aamna Sajid